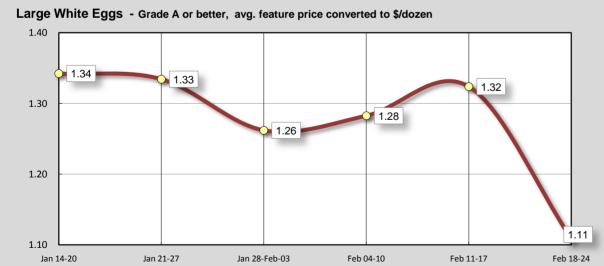
USDA

USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/18 thru 02/24.

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|-----------|----------------------------|------------|------------|------------|------|--------|----------|------------|------|-----------|-----------|------------|-------|--|--|
| | SHELL EGG NATIONAL SUMMARY | | | | | | | | | | | | | | |
| THIS WEEK | | | | | | | PREVIO | US WEEK | | PREVIO | US YEAR | | | | |
| | Feature Rate | 26 | .2% of 19 | 9,500 stor | es | 37 | .5% of 1 | 9,500 sto | res | 36 | .1% of 19 | 9,200 stor | res | | |
| | | X L | ARGE | LAR | GE | X LA | ARGE | LAF | RGE | X LARGE I | | | LARGE | | |
| | | Stores | Avg | Stores | Avg | Stores | Avg | Stores Avg | | Stores | Avg | Stores | Avg | | |
| R | USDA GRADE AA | | | | | | | | | | | | | | |
| K E | vynite 17 back | | | 990 | 1.11 | 130 | 1.36 | 620 | 1.68 | 50 | 1.57 | 430 | 1.26 | | |
| G | White 18 nack | | | 230 | 1.90 | | | 1,200 | 2.07 | | | 430 | 2.23 | | |
| U | Brown 12 pack | | | | | | | | | | | | | | |
| L | USDA GRADE A | | | | | | | | | | | | | | |
| A | White 12 pack | 110 | 2.19 | 690 | 1.04 | 150 | 1.15 | 960 | 1.11 | 190 | 1.91 | 1,000 | 1.19 | | |
| R | White 18 pack | | | 90 | 1.77 | | | 1,000 | 1.87 | | | 980 | 1.94 | | |
| • | Brown 12 pack | | | | | | | | | | | | | | |

| | USDA ORGANIC | | | | | | | | | | | | |
|--------|-----------------|---------|---------|-----------|----------|-----------|----------|-------------|-------|-----|------|-------|------|
| _ | White 12 pack | | | | | | | | | | | | |
| S | Brown 12 pack | 10 | 2.99 | 810 | 3.71 | | | 320 | 3.54 | 100 | 4.19 | 700 | 4.25 |
| P E | OMEGA-3 | | | | | | | | | | | | |
| C | White 12 pack | 250 | 2.95 | 1,560 | 2.09 | 30 | 2.36 | 2,240 | 2.02 | 270 | 2.05 | 820 | 2.35 |
| · | Brown 12 pack | 70 | 2.99 | 580 | 2.50 | | | 40 | 2.37 | 120 | 2.50 | 330 | 3.09 |
| A | CAGE-FREE | | | | | | | | | | | | |
| î | White 12 pack | | | 190 | 2.17 | | | 190 | 3.19 | | | 10 | 1.99 |
| Т | Brown 12 pack | | | 740 | 2.87 | | | 240 | 2.77 | 150 | 2.49 | 1,440 | 3.15 |
| | VEGETARIAN FED | | | | | | | | | | | | |
| • | White 12 pack | | | 120 | 1.67 | | | | | | | 50 | 2.35 |
| | Brown 12 pack | | | 280 | 2.79 | 110 | 2.60 | 220 | 2.38 | | | 140 | 2.27 |
| | | | | | | | | | | | | | |
| | Large White Egg | s - Gra | de A or | better, a | vg. feat | ure price | e conver | ted to \$/e | dozen | | | | |
| | 1.40 | | | | | | | | | | | | |

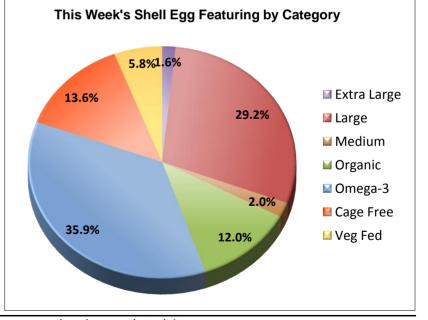


| Activity Summary | THIS WEEK | LAST WEEK | YEAR AGO | INVENTORY 5/ |
|-------------------------|-----------|-----------|----------|---------------|
| Regular | 2,110 | 4,060 | 3,080 | Large Eggs on |
| Specialty | 4,610 | 3,390 | 4,130 | Feb-14-2011 |
| Total (includes MD) | 6,860 | 7,720 | 7,530 | 410.1 |
| Special Rate 4/: | 7.4% | 3.9% | 9.7% | down 4% |

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Featuring of regular shell eggs is taking a fall this week, allowing specialty shell eggs to take the spotlight in many ads. The average price of Grade A or better, Large white eggs offered to consumers is sharply lower and has dropped to a level not seen since last fall. This can be partially attributed to a substantial decrease in the number of Large Grade A and AA 18 pack eggs seen in last week's ad cycle and a substantially lower ad pricing. The appearance of "no price" specials is up as retailers are encouraging value conscious shoppers to purchase eggs by offering "buy one, get one" and "buy a breakfast item, get a dozen eggs free" promotions. Featuring of specialty shell eggs is more active on most types with Omega-3 off from last week's pace but other types filling the void and at higher ad prices. Promotional activity of liquid eggs continues to rise, particularly in stores in the Southeast region offering 14-16 ounce cartons.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

| | | | NORTH | EAST U.S. | | | SOU | THEA | AST U.S. | | | MIDW | EST U.S. | | | |
|---|-------------|---|---|---------------------------------|--------|--------------|---------------------------------|----------------------------------|--|----------------------|--|---------------|----------------------------|-----------|--------------|--|
| | | | (CT,DE,MA,MD,ME | | . , | | , , , , , | | ,SC,TN,VA,WV) | | (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) | | | | | |
| Feature Rate ¹⁷ Activity Index ²⁷ CLASS | | ture Rate ^{1/} vity Index ^{4/} | 24.5% of 3,900 Activity Index = 2,71 | sampled outlets 0 (includes Med | | | 33.8% of 5, Activity Index = | impled outlets includes Mediu | 17.1% of 3,300 sampled outlets Activity Index = 720 (includes Medium) | | | | | | | |
| | | CI 466 | EXTRA LARGE | LARGE | | | EXTRA LARGE | | LAR | GE | EXTRA | LARGE | LA | RGE | | |
| | | JLAGG | Price Range Stores Avg 3/ | Price Range | Stores | Avg 3/ | Price Range Stores Av | g 3/ | Price Range | Stores Avg 3/ | Price Range | Stores Avg 3/ | Price Range | Stores | Avg 3/ | |
| - 11 | SDA | White 12 pack | | 1.50 | 10 | 1.50 | | | 0.99 | 50 0.99 | | | | | | |
| | RADE | White 18 pack | | | | | | | | | | | | | | |
| | AA | Brown 12 pack | | | | | | | | | | | | | | |
| _ | | MEDIUM | White 12 pack | | | | White 12 p | | | | | White 12 pack | | | | |
| | | White 12 pack | | 0.69 - 1.50 | 290 | 0.98 | 2.19 110 2 | 2.19 | 0.69 - 1.25 | 240 1.18 | | | 0.59 - 0.99 | 100 | 0.87 | |
| | SDA RADE | White 18 pack Brown 12 pack | | 1.79 - 1.88 | 60 | 1.87 | | | | | | | 1.63 | 10 | 1.63 | |
| Gr | - | Brown 12 pack | White 12 pack | 0.88 | 20 | 0.88 | White 12 p | ack | 1.00 - 1.25 | 30 1.08 | | White 12 pack | 0.99 | 70 | 0.99 | |
| Α | | MEDIUM | White 30 pack | 0.00 | 30 | 0.00 | White 30 p | | 1.00 - 1.23 | 30 1.00 | | White 30 pack | 0.99 | 70 | 0.99 | |
| | USDA | ORGANIC | | | | | | | | | | | | | | |
| • | | White 12 pack | | | | | | | | | | | | | | |
| S P | | Brown 12 pack | | 3.79 - 5.00 | 290 | 4.19 | | | 2.99 | 80 2.99 | 2.99 | 10 2.99 | 2.99 | 60 | 2.99 | |
| Е | OME | | 0.50 0.00 050 0.05 | 4.00 0.00 | 000 | 0.00 | | | 4.00 0.40 | 420 0.01 | | | 4.70 0.00 | 000 | 4.00 | |
| С | | White 12 pack Brown 12 pack | 2.50 - 2.99 250 2.95 2.99 70 2.99 | 1.29 - 3.99 2.50 | 800 | 2.20 | | | 1.93 - 2.49 2.50 | 130 2.01 70 2.50 | | | 1.78 - 2.00 | 290 | 1.98 | |
| ı | CAGI | E-FREE | 2.99 70 2.99 | 2.50 | 310 | 2.50 | | | 2.50 | 70 2.50 | | | | | | |
| A | OAGI | White 12 pack | | | | | | | | | | | | | | |
| T | | Brown 12 pack | | 2.39 - 3.69 | 240 | 3.13 | | | 3.49 | 80 3.49 | | | 2.49 - 3.49 | 180 | 2.55 | |
| Y | VEGE | TARIAN FED | | | | | | | | | | | | | | |
| • | | White 12 pack | | | | | | | | | | | | | | |
| | | Brown 12 pack | | 2.99 - 3.69 | 160 | 3.26 | | | 2.49 | 10 2.49 | | | | | | |
| | | | | NTRAL U.S | | | SOU | | EST U.S. | | | | WEST U.S. | | | |
| | | | (AR,AZ,CO,KS,LA | | , | | | (CA,N | , | | (ID,MT,OR,WA,WY) | | | | | |
| | | ture Rate 1/ | | sampled outlets | | | · · | | impled outlets | | 42.9% of 1,100 sampled outlets | | | | | |
| _ | Acti | vity Index 2/ | Activity Index = 890 | ` | | 4.00 | Activity Index = | = 880 (| | , | Activity Index = 860 (includes Medium) | | | | | |
| U | SDA | White 12 pack White 18 pack | | 0.99 - 1.00 1.50 - 2.00 | | 1.00 1.77 | | | 0.99 - 1.79 2.00 | 420 1.26 130 2.00 | | | 0.88 - 1.50 1.77 - 1.89 | 330 20 | 1.00 1.81 | |
| | RADE | Brown 12 pack | | 1.50 - 2.00 | 80 | 1.77 | | | 2.00 | 130 2.00 | | | 1.77 - 1.69 | 20 | 1.01 | |
| | AA | MEDIUM | White 12 pack | | | | White 12 p | ack | | | | White 12 pack | | | | |
| _ | | White 12 pack | 771m3 12 pack | 0.99 | 50 | 0.99 | 771110 12 p | dort | 1.08 - 1.50 | 10 1.29 | | Willo 12 pack | | | | |
| U | SDA | White 18 pack | | 2.10 | | 2.10 | | | 0.99 | 10 0.99 | | | | | | |
| GF | RADE | Brown 12 pack | | | | | | | | | | | | | | |
| | Α | MEDIUM | White 12 pack | | | | White 12 p | | | | | White 12 pack | | | | |
| _ | | | White 30 pack | 1.88 | 10 | 1.88 | White 30 p | ack | | | | White 30 pack | | | | |
| | USDA | ORGANIC | | | | | | | | | | | | | | |
| s | | White 12 pack Brown 12 pack | | 2.99 | 100 | 2.99 | | | 2.99 - 3.99 | 270 3.85 | | | 3.59 | 10 | 2.50 | |
| Р | OME | | | 2.99 | 100 | 2.99 | | - | 2.33 - 3.33 | 210 3.05 | | | 3.39 | 10 | 3.59 | |
| E | CIVIL | White 12 pack | | 1.69 - 2.50 | 180 | 2.01 | | | 2.50 | 40 2.50 | | | 1.67 | 120 | 1.67 | |
| C | | Brown 12 pack | | | | | | | | | | | | | | |
| I | CAGI | -FREE | | | | | | | | | | | | | | |
| A | | White 12 pack | | | | | | | | | | | 1.67 - 2.99 | 190 | 2.17 | |
| L T | | Brown 12 pack | | 2.49 | 170 | 2.49 | | | | | | | 2.99 | 70 | 2.99 | |
| Υ | VEGE | TARIAN FED | | | | | | | | | | | | | | |
| | | White 12 pack | | | | _ | | | | | | | 1.67 | 120 | 1.67 | |
| | | Brown 12 pack | | 1.99 - 2.50 | 110 | 2.13 | | | | | | | | | | |

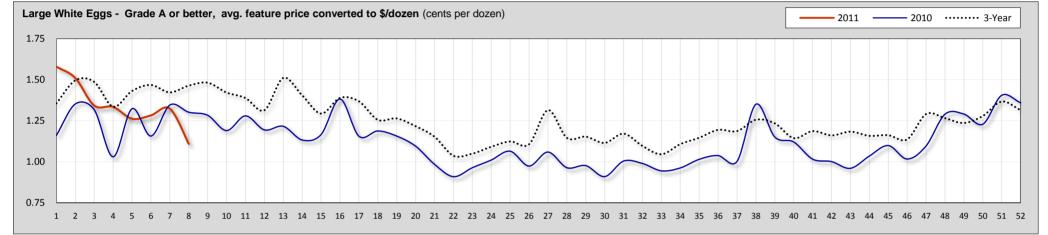
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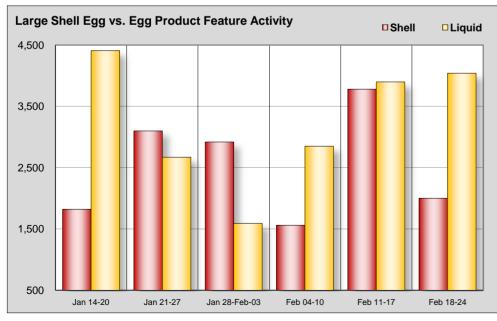
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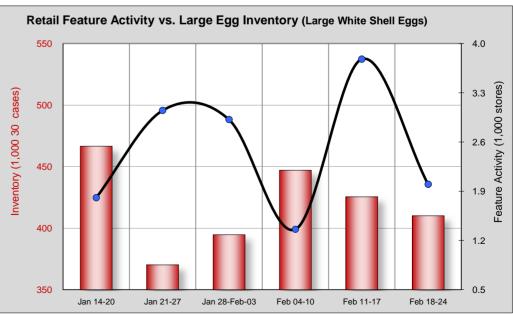
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 02/18 thru 02/24.

| (prices in dollars per cart | on) |
|-----------------------------|-----|
| | |

| EGG PRODUCTS | THIS WEEK | | | NORTHEAST | | SOUTHEAST | | MIDWEST | | SOUTH CENTRAL | | SOUTHWEST | | NORTHWEST | |
|-------------------|--------------|--------------|---------------|--------------|---------------|--------------|---------------|--------------|---------------|-----------------------|---------------|-----------------------|---------------|-------------------------|---------------|
| 1/ Feature Rate | 13.3% | 11.0% | 14.4% | 12.5% of 3,9 | 000 sampled | 25.2% of 5,1 | 00 sampled | 5.6% of 3,30 | 00 sampled | 7.1% of 3,600 sampled | | 9.1% of 2,500 sampled | | d 14.1% of 1,100 sample | |
| 2/ Activity Index | 4,040 | 3,900 | 2,770 | Activity Inc | dex = 1,720 | Activity Inc | dex = 1,360 | Activity In | dex = 190 | Activity Index = 380 | | Activity Index = 230 | | Activity Index = 160 | |
| | Stores Avg | Stores Avg 3 | Stores Avg 3/ | Price Range | Stores Avg 3/ | Price Range | Stores Avg 3/ | Price Range | Stores Avg 3/ |
| 14-16 oz. crtn | 2,460 2.1 | 4 2,040 2.62 | 1,860 1.80 | 2.49 - 2.99 | 760 2.67 | 1.67 - 2.50 | 1,060 1.69 | 2.00 - 2.29 | 190 2.01 | 1.79 - 2.69 | 270 2.43 | 2.59 | 20 2.59 | 2.00 - 2.59 | 160 2.15 |
| 32 oz. crtn | 1,400 4.1 | 5 1,720 4.21 | 870 4.37 | 3.99 - 5.99 | 780 4.33 | 3.78 - 3.99 | 300 3.85 | | | 3.99 | 110 3.99 | 3.99 - 4.99 | 210 4.03 | | |
| 3 - 4 oz. cup | 180 2.7 | 140 2.46 | 40 2.35 | 2.50 - 2.99 | 180 2.74 | | | | | | | | | | |
| 2 - 8 oz. cup | | | | | | | | | | | | | | | |







Note: See page 1 for explanatory notes.